

Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A merchandising system permitting participating merchants to place video or still-image advertisements at selected times and locations on a network of multiple display screens, and permitting customers of the merchants to respond to the advertisements by directly placing orders for advertised products through an order processing system, said merchandising system comprising:

a network including a plurality of display screens;

means permitting participating merchants to place video or still-image advertisements at selected times on selected ones of the network's display screens, wherein the means permitting participating merchants to place video or still-image advertisements comprises a means permitting merchants to select particular display screens for placement of advertisements;

the advertisements on the displays being configured to promote a product offered for sale by the participating merchants, wherein each advertisement comprises product information related to the product and a unique product order number associated with the product offered for sale in the advertisement, wherein the unique product order number is further associated with the participating merchant responsible for fulfilling orders for the product associated with the unique product number; and

an order processing system that permits customers of the merchants to order products from the array of products offered by the participating merchants on the display screen advertisements, said order processing system including:

- (i) a customer interface for receiving incoming orders from customers of the merchants, wherein each incoming order comprises at least one unique product order number ~~ordering products by reference to the displayed product order numbers,~~
- (ii) means for matching each incoming ~~product~~ order to the customer placing the order, the product ordered, and the participating merchant offering the product, wherein the unique product order number is used to match the

incoming order to the product ordered and the participating merchant offering the product, and

- (iii) means for communicating sufficient customer and product information to the participating merchant so that the merchant can fulfill the order.

2. (previously presented) The merchandising system of claim 1 wherein said means permitting participating merchants to place advertisements includes a central processing station to which merchants transmit their advertising content and means for routing the advertising content for display at the merchant-selected display screens.

3. (original) The merchandising system of claim 1 wherein said customer interface for receiving incoming orders from customers comprises a telephone interface including automated customer identification means.

4. (original) The merchandising system of claim 3 wherein said automated customer identification means is selected from the group consisting of call no. ID and voice recognition.

5. (original) The merchandising system of claim 1 wherein at least a portion of the customers ordering through the order processing system utilize a GPS capable device and said order processing system employs GPS means for determining the location of customers during the customers placement of orders.

6. (previously presented) A merchandising method permitting participating merchants to place video or still-image advertisements at selected times and locations on a network of multiple display screens, and permitting customers of the merchants to respond to the advertisements by directly placing orders for advertised products through an order processing system, said merchandising method comprising:

permitting a participating merchant to place video or still-image advertisements at selected times on display screens selected by the merchant;

including in the advertisements a unique product order number associated with each product offered for sale by the participating merchants, wherein the unique product

order number is further associated with the participating merchant responsible for fulfilling orders for the product associated with the unique product number;

establishing contact between a central order processing system and a customer of the merchant desiring to place an order for a participating merchant's advertised product, and receiving from the customer of the merchant the product order number for the product desired; and

the central order processing system matching each incoming product order to the customer placing the order, matching the product order number supplied by the customer of the merchant with the associated product and the associated participating merchant responsible for fulfilling orders for the product, and communicating sufficient customer and product information to the participating merchant so that the merchant can fulfill the order.

7. (previously presented) The merchandising method of claim 6 including the step of establishing contact between the central order processing system and at least a portion of the customers placing orders for advertised products by GPS capable devices and communicating the customers' locations to the order processing system during placement of orders.

8. (new) A merchandising system permitting participating merchants to place video or still-image advertisements at selected times and locations on a network of multiple display screens, and permitting customers of the merchants to respond to the advertisements by directly placing orders for advertised products through an order processing system, said merchandising system comprising:

a network including a plurality of display screens;

an advertising placement system configured to permit participating merchants to place video or still-image advertisements at selected times on selected ones of the network's display screens, wherein the advertising placement system comprises a review schedule and purchase time module configured to permit merchants to select particular display screens for placement of advertisements;

the advertisements on the displays being configured to promote a product offered for sale by the participating merchants, wherein each advertisement comprises product information related to the product and a unique product order number associated with the

product offered for sale in the advertisement, wherein the unique product order number is further associated with the participating merchant responsible for fulfilling orders for the product associated with the unique product number; and

an order processing system that permits customers of the merchants to order products from the array of products offered by the participating merchants on the display screen advertisements, said order processing system including:

- (i) a customer interface for receiving incoming orders from customers of the merchants, wherein each incoming order comprises at least one unique product order number,

wherein the order processing system is configured to match each incoming order to the customer placing the order, the product ordered, and the participating merchant offering the product, wherein the unique product order number is used to match the incoming order to the product ordered and the participating merchant offering the product,

wherein the order processing system is further configured to communicate sufficient customer and product information to the participating merchant so that the merchant can fulfill the order.

9. (new) The merchandising system of claim 8 wherein the merchandising system further includes a central processing station to which merchants transmit their advertising content, wherein the merchandising system is further configured to route the advertising content for display at the merchant-selected display screens.